1        **PATENT CLAIMS**

2   We claim:

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4   1.      A method of facilitating electronic commerce over a network from an e-

5   commerce site comprising the steps of:

6           receiving seller information comprising products for sale and seller identification

7                   information from a plurality of sellers;

8           assigning a seller identifier to each of said plurality of sellers;

9           utilizing said seller identifier, storing said seller information upon a storage device

10                  coupled to said e-commerce site;

11          displaying said products upon said e-commerce site;

12          receiving buyer information from a plurality of buyers;

13          assigning a buyer identifier to each of said plurality of buyers;

14          utilizing said buyer identifier, storing said buyer information upon a storage

15                  device coupled to said e-commerce site;

16          receiving a buyer order for a first product from a remote client system connected

17                  to said network, said order being placed upon performance of a single

18                  action by a first of said plurality of buyers;

19          utilizing said buyer identifier and said seller identifier, searching said storage

20                  device to obtain 1) said buyer information for said first buyer and 2) said

21                  seller information associated with said first product;

22          creating an order file utilizing said buyer information and said seller information;

1      transmitting said order file to said storage device, said transmission of said order

2           file to said storage device immediately consummating the sale of said first

3           product to said first buyer; and

4      displaying a sales confirmation message to said first buyer upon said e-commerce

5           site.

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7    2.     The method of claim 1, further comprising the additional step of transmitting said

8    order file to said first seller.

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10   3.     The method of claim 1, further comprising the additional step of displaying

11   product availability information upon said e-commerce site.

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13   4.     The method of claim 3, further comprising the additional step of updating said

14   product availability information upon transmission of said order file to said storage

15   device.

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17   5.     A method of facilitating electronic commerce over a network from an e-

18   commerce site comprising the steps of:

19      receiving seller information comprising products for sale and seller identification

20           information from a plurality of sellers;

21      generating a collection of said products for sale utilizing preference information

22           received from a remote host; and

23      displaying said collection of said products upon said e-commerce site.

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2  6.  The method of claim 5, further comprising the additional step of displaying said

3  collection of said products according to a predetermined order.

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5  7.  The method of claim 5, further comprising the additional step of displaying said

6  collection of said products according to a random order.

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8  8.  The method of claim 5, further comprising the additional step of displaying said

9  collection of products upon said e-commerce website according to a predetermined order,

10  said predetermined order designed to present each of said products of said collection in a

11  manner resembling the order in which a buyer would encounter said products on the

12  shelves of a conventional store.

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14  9.  The method of claim 5, further comprising the additional steps of:

15      receiving collection feedback from one or more remote buyers;

16      generating a second collection of said products for sale utilizing said collection

17          feedback; and

18      displaying said second collection of said products upon said e-commerce site.

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20  10.  The method of claim 5, further comprising the additional steps of:

21      assigning a seller identifier to each of said plurality of sellers;

22      utilizing said seller identifier, storing said seller information upon a storage device

23          coupled to said e-commerce site;

1    receiving buyer information from a first plurality of buyers;

2    assigning a buyer identifier to each of said buyers;

3    utilizing said buyer identifier, storing said buyer information upon a storage

4        device coupled to said e-commerce site;

5    receiving a buyer order for a first product from a remote client system connected

6        to said network, said order placed by a first of said plurality of buyers

7        upon performance of a single action;

8    utilizing said buyer identifier and said seller identifier, searching said storage

9        device to obtain 1) said buyer information for said first buyer and 2) said

10        seller information associated with said first product;

11    creating an order file utilizing said buyer information and said seller information;

12    transmitting said order file to said storage device, said transmission of said order

13        file to said storage device immediately consummating the sale of said first

14        product to said first buyer; and

15    displaying a sales confirmation message to said first buyer upon said e-commerce

16        site.

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18  11.    The method of claim 10, further comprising the additional step of transmitting

19  said order file to said first seller.

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21  12.    A computer system for facilitating electronic commerce over a network from an

22  e-commerce site comprising:

23        a storage device coupled to said e-commerce site; and

1    a processing unit coupled to said storage device, said processing unit capable of

2    receiving seller information comprising product information and seller

3    identification information from a plurality of sellers, assigning a seller

4    identifier to each of said plurality of sellers, utilizing said seller identifier,

5    storing said seller information upon a storage device coupled to said e-

6    commerce site, displaying said product information upon said e-commerce

7    site, receiving buyer information from a plurality of buyers, assigning a

8    buyer identifier to each of said plurality of buyers, utilizing said buyer

9    identifier, storing said buyer information upon a storage device coupled to

10   said e-commerce site, receiving a buyer order for a first product from a

11   remote client system connected to said network, said order placed by a

12   first of said plurality of buyers upon performance of a single action,

13   utilizing said buyer identifier and said seller identifier, searching said

14   storage device to obtain 1) said buyer information for said first buyer and

15   2) said seller information associated with said first product, creating an

16   order file utilizing said buyer information and said seller information,

17   transmitting said order file to said storage device to immediately

18   consummate the sale of said first product to said first buyer and displaying

19   a sales confirmation message to said first buyer upon said e-commerce

20   site.

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22   13.   The computer system of claim 12, wherein said processing unit is further defined

23   as being capable of transmitting said order file to said first seller.

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2   14.    The computer system of claim 12, wherein said processing unit is further defined

3   as being capable of displaying product availability information upon said e-commerce

4   site.

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6   15.    The computer system of claim 12, wherein said processing unit is further defined

7   as being capable of updating said product availability information.

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9   16.    The computer system of claim 12, wherein said single action is pushing a button.

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11   17.    The computer system of claim 12, wherein said single action is a predetermined

12   sound.

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14   18.    A computer system for facilitating electronic commerce over a network from an

15   e-commerce site comprising:

16         a storage device coupled to said e-commerce site; and

17         a processing unit coupled to said storage device, said processing unit capable of

18              receiving seller information comprising product information and seller

19              identification information from a plurality of sellers, generating a

20              collection of said products for sale utilizing preference information

21              received from a remote host and displaying said collection of said

22              products upon said e-commerce site.

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1    19.    The computer system of claim 18, wherein said processing unit is further defined

2    as being capable of displaying said collection of said products according to a

3    predetermined order.

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5    20.    The computer system of claim 18, wherein said processing unit is further defined

6    as being capable of displaying said collection of said products according to a random

7    order.

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9    21.    The computer system of claim 18, wherein said processing unit is further defined

10    as being capable of displaying said collection of products upon said e-commerce website

11    according to a predetermined order, said predetermined order designed to present each of

12    said products of said collection in a manner resembling the order in which a buyer would

13    encounter said products on the shelves of a conventional store.

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15    22.    The computer system of claim 18, wherein said processing unit is further defined

16    as being capable of receiving collection feedback from one or more remote buyers,

17    generating a second collection of said products for sale utilizing said collection feedback

18    and displaying said second collection of said products upon said e-commerce site.

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20    23.    The computer system of claim 18, wherein said processing unit is further defined

21    as being capable of assigning a seller identifier to each of said plurality of sellers,

22    utilizing said seller identifier, storing said seller information upon a storage device

23    coupled to said e-commerce site, receiving buyer information from a plurality of buyers,

1     assigning a buyer identifier to each of said buyers, utilizing said buyer identifier, storing

2     said buyer information upon a storage device coupled to said e-commerce site, receiving

3     a buyer order for a first product from a remote client system connected to said network,

4     said order placed by a first of said plurality of buyers upon performance of a single

5     action, utilizing said buyer identifier and said seller identifier, searching said storage

6     device to obtain 1) said buyer information for said first buyer and 2) said seller

7     information associated with said first product, creating an order file utilizing said buyer

8     information and said seller information, transmitting said order file to said storage device

9     to immediately consummate the sale of said first product to said first buyer and

10    displaying a sales confirmation message to said first buyer upon said e-commerce site.

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12    24.      The computer system of claim 23, wherein said processing unit is further defined

13    as being capable of transmitting said order file to said first seller.

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15    25.      The computer system of claim 23, wherein said processing unit is further defined

16    as being capable of displaying product availability information upon said e-commerce

17    site.

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19    26.      The computer system of claim 25, wherein said processing unit is further defined

20    as being capable of updating said product availability information.

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